



KATE HANSON PRINCIPAL MOBILE UX DESIGNER

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Hello! I am a motivated, dedicated, organized and creative designer with 15+ years of agency and client-side experience working with companies like DaVita, The North Face, Pearson, Vans, Weber Grills, and Target. My current focus and passion is mobile UI/UX design.

I am someone who:

- Understands the need to balance strong design with a solid user experience while meeting business needs and balancing technical capabilities and limitations
- Thrives in a fast-paced work environment
- Advocates for the user and wants to create the "right thing"
- Enjoys problem solving
- Is proficient in the Adobe Creative Suite, Sketch, InVision, Sympli, Abstract and JIRA

My DaVita work is not available on my website due to NDA's with my employer and is available upon request. Small gaps in employment indicate that I was freelancing at my design company, Kate Hanson Creative.

Sept '20 — Now

VF Corp, Denver Principal Mobile UX Designer

I'm currently managing a team of mobile designers, conducting heuristic evaluations, defining VF's mobile design strategy and creating mobile libraries for The North Face and Vans to provide our customers with optimal in-app user experiences. As part of an agile mobile team, I work closely with developers and QA to implement designs within our technical constraints. My largest responsibility will be creating a white-label mobile design system that can work across brands as new product needs are identified.

Sept '16 — Sept '20

DaVita, Denver Senior UI/UX Designer

I worked as a senior UI/UX designer on an agile scrum team creating a native iPad application for nurses treating acute Dialysis patients in hospitals. I spent the majority of my time designing screens, creating and maintaining a component library, and documenting a mobile style guide specific to the project. I also worked closely with UX designers, product owners, and UX researchers to ensure we were meeting business requirements and incorporating user testing findings. Aside from design, I was responsible for presenting visuals to our stakeholders, annotating functionality, and communicating app behavior for our development and QA teammates on- and off-shore.

Aug '14 — Sept '16

Pearson Education, Denver UI Designer

I worked with developers and UX designers to design intuitive, modern, and useful user interfaces for the Higher Education team in North America. While most of my responsibilities included visual design, I was also involved in the user experience process of creating wireframes, conducting field research, and applying user testing results to design iterations. I lead design presentations as well as guided development teams on the implementation of those designs. My most significant projects included defining a digital design language, as well as designing native mobile applications and web experiences for students.

Jan '12 — Jun '14

Rabble+Rouser Advertising, Denver Interactive Art Director

I worked closely with interactive creative directors, writers, and developers to create unique and valuable interactive experiences across multiple media platforms. My responsibilities included art direction, print design, responsive and parallax web design, UX design, native mobile UI design, motion graphics, advertising campaign concepting, talent scouting, asset production work, and client presentations.

Mar '08 — Sept '11

Olson Advertising, Minneapolis Associate Designer

I fulfilled many responsibilities of a "creative" at the agency. I was responsible for print and interactive design, art direction, creative concepting and client presentations. I was also a trusted resource for the senior management team and new business pitches. I participated in Target and Olson's first talent exchange to deliver a major e-commerce site launch as an interactive production designer. Upon project completion, I returned to Olson to train our internal creative team on the site implementation.

Mar '06 — Mar '08

Nemer Fieger Advertising, Minneapolis Production Artist

I worked as the sole production artist at the agency. I collaborated closely with designers and the agency's head of creative and was responsible for print design, print production, art buying, and project budgeting.

May '05

St. Kate's, St. Paul B.A. in Visual Arts /Graphic Design

Yep! I went to a school with the same name as mine. I did well academically and was highly involved in the arts community there.